

“...in the public interest”

Promoting Participation

- o Fully 37% of responding TV stations and 44% of responding radio stations report airing public affairs programs of at least 30 minutes in length.
- o The leading topics of public service campaigns by Washington State broadcasters in 2003 included poverty/hunger/homelessness issues, charitable fundraising, children’s issues, and health issues. Some primary recipients included the United Way, the American Cancer Society, the Salvation Army, Children’s Miracle Network, and the Northwest Harvest Food Bank.

Methodology Notes

Continuing our participation on this project with the National Association of Broadcasters, a number of continued refinements were made from 2001, including the addition of issues such as anti-smoking and homeland security matters as possible topics for news segments, public affairs programming, and PSAs. Market size and revenue data for stations was linked to survey data, allowing for more precise weighting and sample procedures.

III. Qualitative Research Findings

“Stories of the Extraordinary Service Washington Broadcasters Give to Their Communities”

Here is a mere sampling of what Washington’s local radio and television stations are doing for their communities day in and day out.

Supporting Our Troops

“Even in these tough economic times, people find ways to continue to give. It’s heartwarming and proves that all news isn’t bad.” John Sharify, *The People Helper*, KOMO-TV, Seattle.

Soldiers & Their Families Face to Face. When KXLY-TV, Spokane was offered the opportunity to send an embedded reporter to Iraq, the station didn’t think twice. KXLY-TV took advantage of the video phone their reporter carried to bring local troops into direct contact with their families. They brought the soldier’s family into the KXLY-TV studio so they could see, hear and talk with their loved one half a world away.

Providing Some R & R. New Northwest Broadcasters in Tri-Cities got a call from one of their advertising clients, a musical instrument store, asking if the station could help send a guitar to local soldiers who were stationed in Iraq. The station mobilized its staff contacts and went on the air to help the cause. The station did live remote broadcasts from the store, and before they were through, they had not only a guitar, but an entire band kit, including a lead guitar, bass guitar, drums, cables, amps, mic stands, speakers; everything needed to outfit an entire band; approximately \$6,000 worth of equipment and the funding to send it all over to Iraq, as well.

Everybody Loves Cookies from Home. All three of Fisher Broadcasting’s radio stations in Seattle teamed up with the USO to pull off the “Great Cookie Drop” to let its listeners show their support for the troops in Iraq. Through a series of remote broadcasts throughout the Puget Sound area, Fisher Radio Seattle collected nearly 70,000 Girl Scout Cookies for delivery to American troops abroad. Listeners wrote messages of encouragement to the soldiers on the cookie boxes, as well. The cookies filled three vans and a large rental truck, which were delivered to the USO at Seattle-Tacoma International Airport. Because of the enormous response from Girl Scout Troops and other listeners, the cookies were sent by the USO to soldiers all over the world. Even one of the station employees’ sons stationed overseas got a box of the cookies.

Operation Uplink. KAYU-TV in Spokane was looking for a way to let its viewers feel that they could participate in supporting the troops by giving them a way to call home. The station found it in a partnership with the Veterans of Foreign Wars. Together they created a program in which local soldiers would be given a long distance phone card when they deployed to the Middle East. For eight weeks after the Iraq war began, the station asked viewers to donate money to fund the



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purchase of the cards. Sister stations KCYU-TV in Yakima and KFFX-TV in Tri-Cities promoted Operation Uplink in their communities, as well.

The Wall of Heroes. KHQ-TV, Spokane, asked their viewers to bring pictures of their family members and friends who were serving America in Iraq. The station mounted the dozens and dozens of pictures on the Wall of Heroes and put it on display in Riverfront Park, site of the 1974 Spokane World's Fair. KHQ-TV used its newscasts to encourage Spokane viewers to visit the wall and find out more about the many community members who were serving their country.

Viet Nam Veterans Moving Wall. Veterans in the Tri-Cities area of Eastern Washington wanted to bring the Viet Nam Veterans Moving Wall to town. It's half the size of the Viet Nam Memorial in Washington, D. C. and the veterans needed to raise \$100,000 for the Wall to visit the Tri-Cities. KONA Radio and KNDU-TV pitched in airtime to ask for donations. With the successful fundraising drive behind them, KONA broadcast the opening ceremonies live. It was incredibly emotional with the playing of Taps and thousands of Viet Nam veterans coming from all over the Northwest. The Wall left the Tri-Cities on Veteran's Day, and KONA broadcast the commemorative parade live, as well.

Pillowcase Brigade. What could be more comforting to a child whose parent is half a world away, in a war the child doesn't understand, than to see their parent's face on their pillow every night before they fall asleep. When KOMO, Seattle, found out that the USO had the ability to put a photo on a pillowcase for kids of parents deployed to Iraq, the station went into overdrive immediately. Around Thanksgiving, KOMO began the Pillowcase Brigade project with a special section on the station's web site and on-air promotional announcements explaining the project and asking for donations. At \$1 per pillowcase, lots of Northwest kids went to sleep comforted by their absent parent's smile.

Operation RATSAT & the Great Quilt. Clear Channel Communications in Yakima began asking listeners to donate the small things that make life bearable for our troops, such as toiletries, batteries, sports equipment, electronic games, magazines and books. They thought they might get a few boxes, but instead wound up with several pallets full. The mother of a Yakima man stationed in Iraq got the stations in touch with his Command at Fort Lewis and they took on the project of getting the donations overseas. The stations got schools involved, too. The 5th Grade class at Adams Elementary School made a quilt, with each child supplying one square. When they were done, they took the quilt to a grocery store and spent a day, with the quilt hanging behind them, collecting more donations for the troops in Iraq.

Helping the Community

“One thing we broadcasters do is we empower people who want to help. By getting the word out, we facilitate the efforts of groups who have a great idea, but need some help. We work very hard to give each of our stations an identity that has integrity and weight. Listeners need to trust us, so when we invite them to do something, they can rely on us to present them with a project that they can believe in and get behind and will make a difference.” *Lon Martin & Win Richards, New Northwest Broadcasters, Tri-Cities.*

For a Better Tomorrow. Downtown Yakima’s core is in trouble; the Mall is nearly closed; stores closing; buildings vacant. All of the radio and television stations in Yakima pitched-in to create the For a Better Tomorrow campaign, designed to bring the community together, ordinary citizens, business and community leaders and officials, to develop a “what’s good about Yakima” attitude. The stations broadcast public service announcements promoting attendance at forum events that attracted several hundred people each. KNDO-TV in Yakima broadcast live from two of the community forums, and followed up with a series of educational announcements explaining each of the 12 recommendations in the final report.

Rescuing the 4th of July. In 2003, the City of Everett was in jeopardy of losing its Fourth of July fireworks celebration. No organizing committee existed and the group that ran the program in previous years had fallen apart. KRKO Radio jumped into the void, volunteering to sign the contract for the fireworks, volunteering staff and donating \$30,000 worth of airtime to assist a group of local business leaders in forming a new non-profit organization that secured the necessary funding to ensure that there would be a fireworks program on the Fourth of July for residents of Everett and surrounding communities. Everett was able to save its festival.

Home Team Summer. Some community celebrations would fail for lack of publicity if it were not for local broadcasters. KING-TV, Seattle, dedicates the Summer months from Memorial Day to Labor Day to highlighting community events and festivals that might not otherwise get a lot of notice, such as the Vashon Island Strawberry Festival. KING-TV promotes these events with a combination of public service announcements, community calendar listings and features on KING-TV’s locally produced Evening Magazine program. The station runs public service announcements for a week to ten days leading up to each event or festival that educate viewers about the upcoming event and also spotlight the communities themselves.

United Way Day of Caring. For the past four years, KAPP-TV, Yakima, has participated in United Way’s Day of Caring. In 2003, station personnel painted a homeless shelter. Not only does the staff lend a hands-on approach to a Day of Caring project, but the station promotes participation by community members through public service announcements, encouraging businesses to make their personnel available. The station devotes substantial time on its newscasts during the Day of Caring covering all of the projects that have been undertaken in the community that day.



Bringing Community Service Home

Blitz Build 2003. In 2003, KREM-TV, Spokane, teamed up with Habitat for Humanity to fund and build nine homes in ten days. KREM-TV's responsibility was to raise enough money, material and sweat equity to build three of the homes. In early March, leading up to the event, KREM-TV broadcast announcements recruiting volunteers, followed by more public service announcements soliciting donations from viewers, as well as their time. Newscasts carried stories about the families who were about to own their first home as a result of Blitz Build 2003. During the ten days of building, the station broadcast live from the building sites during its morning, noon and evening newscasts. KREM-TV employees also gave of their time to take part in the project. At the end of the day, KREM-TV had met its goal of building three homes and following completion of the project, the station broadcast additional “thank you” public service announcements thanking the community and sponsors for their support. Throughout the month of August, the station continued to run educational announcements for Habitat for Humanity in order to keep their charitable work in front of the station's viewers.

Fiesta Patrias. When the Mexican Consulate calls on Moon Broadcasting's stations in the Yakima Valley for help, as it has many times, the stations quickly respond. In September during Fiesta Patrias the Consulate was involved in coordinating a program at the Yakima Fairgrounds, bringing in a number of community service groups, different programs, such as the DSHS child welfare department. They put up tables throughout the Sundome for each of the social service agencies to distribute educational material, give out information or answer questions. The Consulate asked the stations to help them notify the Hispanic community about this event, so the stations ran many PSAs to publicize it. In 2003, the Hispanic Chamber of Commerce was also involved and the stations provided some entertainment outside the Sundome on Sunday afternoon, while broadcasting live to encourage more members of the Hispanic community to attend.

Rebuilding the Playground of Dreams. Stations in the Tri-Cities donated hundreds of thousands of dollars of public service time and enormous support several years ago to help the community build the Playground of Dreams in Columbia Park. In 2003 the Playground of Dreams burned to the ground. The community was \$100,000 short of the cost to rebuild it. All of the stations in the Tri-Cities pitched-in to help, disregarding who would get the credit. Live remote broadcasts were done from the devastated Playground of Dreams. One station did a huge spaghetti feed and silent auction. And the community is well on its way to rebuilding the Playground of Dreams.

Heart Improvement Month/"Kids of all Ages." February is Heart Awareness Month and KXLY-TV and Radio have taken that project to heart. The Heart Institute works with the stations to broadcast a full-month campaign that focuses on various heart-healthy topics. In 2003, the Institute wanted to reach out to children, so the stations created “Heart Healthy for All Ages.” The station promoted the Heart Institute's Healthy Food Plan booklet and supported the annual Heart Healthy cook-off, which in 2003 featured youngsters cooking their favorite heart healthy meal. The stations broadcast public service announcements all month long promoting

the Food Plan and the events of Heart Awareness Month. In addition, the KXLY news department produced a half-hour special featuring the new Health Food Plan booklet and food plan and up-to-date heart healthy topics.

Kids Connection. KIRO Radio in Seattle launched a new community service effort in 2003 called the KIRO Kids Connection. It's a campaign designed to address issues that impact children throughout the Puget Sound area and to increase the visibility of local non-profit organizations that work on behalf of children and families. Each of KIRO Radio's personalities partnered with a non-profit organization to publicize their important work. Station air personalities read to kids in local schools; teed-off on the golf course to purchase sporting equipment for underprivileged kids; auctioned to raise money to keep open the doors of a local day shelter for families with kids; and, saddled up to improve the bodies, minds and spirits of children with disabilities through the use of the horse in therapy. Air personalities talked about their charities during their shows and the station donated additional time for public service announcements to educate and inform listeners about the activities and beneficiaries of these charitable organizations.

Family A Fair. Family A Fair is a Saturday-Sunday event that is held at TRAC in Pasco. They pack the expo hall with exhibitors; there's nothing for sale. It's strictly meant for young families and the goal is to showcase the many aspects of family togetherness. KEPR-TV in the Tri-Cities helps make Family A Fair a huge success; and it draws 14,000 families. As a way to promote attendance at Family A Fair, in 2003, the station asked kids to describe their "favorite family moment." KEPR-TV interviewed the winning kids and showed the kids reading their "favorite family moment" or talking about it with their families in their newscasts during the week leading up to Family A-Fair. As a result, more than 14,000 people, young families, attended Family A Fair in 2003.

Help Center. Call-in for help. KHQ-TV brings its viewers into contact with experts to help when the need arises. Each Help Center project is focused on a specific topic and the station brings in experts or people with experience in the particular topic to take viewers calls. From 5 to 7 p.m., KHQ-TV's evening newscasts make viewers aware of the topic and let them know that if they have questions they can call in. The newscast opens with a video about the Help Center, which is set up right in the newsroom; you can see it right there. The anchors will let the viewers know what the topic is for that evening; then they do a connecting story as an awareness raiser, and give the phone number to call for information from the Help Center. The phone number crawls across the bottom of the screen throughout the newscast. The news anchors refer to the Help Center throughout the newscast and remind viewers that they can call. Help Center starts at the beginning of the 5 o'clock newscast and runs until all of the calls have been answered, sometimes as late as 7 o'clock.

William O. Douglas Statue. When a young, energetic man came to KAPP-TV in Yakima, with a vision, they helped him make it happen. The community is building a statue of Supreme Court



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Justice William O. Douglas, who is a Yakima native, at Davis High School; a very grass-roots project. This young guy, right out of high school, worked with the Yakima Valley Historical Museum and got the Museum to sponsor him so that people could donate money to the Douglas Project through a tax exempt organization. He came in and sold himself and the project so well that the station agreed make a video that he used very successfully in his fundraising presentations. The station shot all the video, did the editing and produced the presentation video, which ended up being about 5-minutes long. The money is raised, and it's not going to be a cheap statue. He tapped service clubs, and this young, dynamic kid, with KAPP-TV's help, just made it happen.

The People Helper. The People Helper is a regular feature on KOMO-TV, Seattle. The People Helper provides viewers with the opportunity to help their neighbors who are in special need. "The People helper stories are just as much about the people who give, as they are about the people who receive," says KOMO-TV's People Helper, John Sharify. Public service comes in many forms. When you live in a community with needs as vast as Seattle's, a service such as The People Helper can be many things to many people. In 2003 it was: Just what the doctor ordered (special equipment for a disabled accident victim); Santa Claus at Christmas to kids living in poverty; bringing things into focus (a new guide dog for a blind woman). In addition, in 2003, KMOM-TV's People Helper provided assistance to a blind grandmother of a disabled grandson; provided piano lessons for a gifted blind child; provided funeral expenses for a needy family and a headstone for a woman unable to purchase one for her father; repaired a disabled man's van.

Charitable Donation Projects

"Whenever we do a charitable project, we always have a web component. It's a way for the charity to get more exposure, for the listeners to more involved, and it really works wonders." Alyson Soma, Promotions Director KVI-AM, Seattle.

Teddy Bear Patrol. When children come into contact with emergency responders or police officers, often the experience is traumatic. KLSY, Seattle, has found the way to touch a frightened child's heart. A teddy bear does it every time, whether it's a car accident, the child is lost or sick. Every January, KLSY begins its initial Teddy Bear Patrol campaign to collect bears for use by police officers and firefighters throughout the Puget Sound area. But, throughout the year, police and fire departments call the station to let them know that they are in need of more Teddy Bears, and the station swings into action, again. A moving van company donated the space to keep the bears until they are taken to the emergency responders and twice a year the station staff takes a day to go through all the donated bears to sort them and make sure that they are clean, presentable and safe.

Lending a Helping Hand Whenever the Need Arises. At La Mexicana and Radio Zorro, the announcers have great flexibility come to the assistance of the Hispanic community in the Yakima Valley. When someone in the Mexican community dies, and the family does not have



the wherewithal to pay to transport the body to Mexico for a proper burial in their hometown, the stations encourage the announcers to ask for assistance for the family; its medical bills, as well as, funeral expenses. When one of the stations' announcers gets word that assistance is needed by a listener family, the stations responded right away, although the Hispanic community is so responsive that the stations need only mention it a few times for a couple of days and the desired results happen. For example, in 2003, the stations raised more than \$1,000 for a young man who was well known around the radio station.

Children's Ride 8. At Children's Hospital and Medical Center no child is turned away. KIRO-TV in Seattle has pitched-in to help raise money to pay for uncompensated care for sick kids. In 2003, Children's Ride 8 raised more than \$200,000 with a motorcycle ride from Seahawks Stadium to Pacific Raceway. It's an amazing event that involves an entirely different group of people helping those less fortunate in their community. KIRO-TV produces a promotional announcement to educate the audience about the need for help for kids who have received uncompensated care at Children's Hospital & Medical Center. These public service announcements also promote the event and inform viewers about how to participate. The station is there, live, on-the-scene on the day of the Ride and follows up the event with a "Thank You" announcement, thanking all of the people who participated.

Community Christmas Basket. Each holiday season, beginning in November, KXLE Radio in Ellensburg raises food and money for the Community Christmas Basket. Heading into the holidays in 2003, the Community Christmas Basket program was far below its goal for the year and had lost its usual warehouse/collection site, as well. KXLE increased its usual efforts and was able to get the local community to turn the program around. The station organized at least five different events and through public service announcements, provided a tremendous amount of community awareness of the need. KXLE donate its parking lot as a collection site until the organization could secure a new location. With KXLE's "above and beyond the call" help, the Christmas Basket program not only met, but exceeded its goals for the entire year.

Christmas in July. Just because it's Summer, doesn't mean that there aren't people in the community with needs. When the Salvation Army in Spokane was trying to raise money to build a new campus, KHQ-TV realized that there were a lot of services offered by the Salvation Army that most people were not aware of. The station sent its news reporters out to ring bells, just like they do at Christmas time (except it was in July) to help raise money and featured the Salvation Army and its programs on newscasts. The campaign was a huge success raising both awareness and badly needed funds.

Family Food Drive. Every year in December, KHQ-TV, Spokane mobilizes its entire staff for a huge food drive event. Over the history of the KHQ-TV Family Food Drive, the station has collected more than 1.1 Million pounds of food, more than 220,000 pounds in 2003, alone. People collect food for months waiting for the Family Food Drive. KHQ-TV organizes schools and other community organizations to pre-collect food and deliver it during the one-day food

drive. The station dedicates its morning newscasts to the Family Food Drive. Throughout the day, the station breaks into regular programming to give updates, encourage more giving, and interview representatives from Second Harvest. Educating the viewers is a big part of the Family Food Drive, too. During the week-long promotion leading up to the Food Drive, KHQ-TV tells listeners what the Second Harvest Food Bank does, who it benefits, who they reach and how the station's viewers can volunteer their time.

In the Line of Duty. On June 26, 2003, Wenatchee Sheriff Saul Gallegos was slain in the line of duty, leaving behind his family, including his wife and children. Fisher Radio's Regional Group of Wenatchee stations teamed with a local restaurant to conduct a one-day fundraising drive for his family. The restaurant donated a percentage of each meal purchased and the employees donated their tips for the day. Fisher Radio Regional Group broadcast live from the restaurant on all five of its stations throughout the day. The event raised nearly \$10,000 for the family. Sheriff Gallegos was buried in Mexico and the funds generated by this event helped the family with basic needs and also to off-set their costs of attending the funeral.

Holiday Magic for Foster Children. For many of us, childhood holiday memories are happy ones, but for some children in foster care, it just isn't so. In 2003, KIRO Radio in Seattle knew that many of the 3,665 children living in foster families in Western Washington needed help. Holiday Magic involved more than 500 volunteers answering telephone pledges, purchasing and wrapping gifts, as well as sorting and delivering them. In just five days KIRO matched every foster child with a sponsor. More than 25,000 gifts, valued at more than \$713,000 arrived at the foster homes of those 3,665 kids. Meanwhile, more than \$83,000 in cash donations was raised for the foster care system. During that time, KIRO broadcast public service announcements worth more than \$136,000.

Heart for Hearts Hometown Tour. In the Summer of 2003, KDRK, Spokane decided that the new children's wing of Sacred Heart Hospital needed a "kids room." A place where families who had children in the hospital could go as a kind of "safe place" where there were toys and the parents could play with their kids. Every Thursday from June through August, KDRK personalities when on a "Hometown Tour," doing their shows from 6 a.m. to 7 p.m. live from different locations throughout the Spokane area. Every show focused on raising money for the Kids Room at Sacred Heart Hospital. Hospital staff and volunteers appeared on the station. KDRK wrapped up the project with one of the morning show personalities being "frozen alive" where he spent 48 hours in an "ice box."

Warm Coats for Kids. In January, KIRO-TV and KRWM-FM in Seattle team up to produce Warm Coats for Kids collecting coats for children in need. The stations work together, producing promotional announcements and collecting coats for local agencies in the Puget Sound area, such as domestic violence shelters, the YWCA and other organizations that can get the coats to deserving kids. In 2003 nearly 15,000 coats were collected. The stations even involve

local schools, getting them to collect coats at the same time and donate them to Warm Coats for Kids.

Rescuing Toys for Tots. KNDO-TV and the Clear Channel Communications stations in Yakima came to the rescue when burglars stole \$8,000 worth of toys from the Toys for Tots warehouse in early December. More than 1,000 kids had been promised toys, and another thousand were on the waiting list. The stations joined forces for an emergency toy drive. By the end of the day-long, on-air drive, \$14,000 had been collected and toys filled the entire KNDO-TV lobby. The next day, after the broadcasters and the Marines went on a toy shopping spree, the toys arrived live on KNDO-TV Local News at 6 p.m. via two semi-trucks, six pick-up trucks and the KNDO van. The total cash collected eventually exceeded \$30,000 and more than 6,000 needy kids received Toys from the program.

Bikes for Kids. Kent & Alan of KPLZ, Seattle, feel that it's very important for kids to have bikes. It's good exercise and helps keep them out of trouble. Every Wednesday Kent and Alan award a bike on their morning show to a deserving child who's been nominated. In 2003, Bikes for Kids became a year-round feature of the Kent and Alan program, even though in the past it had given way during the holidays to their Holiday Wish project. The station backs Kent & Alan wholeheartedly. KPLZ works aggressively to engage businesses that provide additional accessories, such as bike helmets, for each kid who gets a bike. The station receives approximately 500 to 1,000 nominations a year. It is a huge favorite of the Kent and Alan Show listeners.

Warm Clothes for Kittitas County. In 2003, for the sixth year in a row, KXLE Radio in Ellensburg organized a Winter clothing collection with all donations going to the Community Clothing Center to be distributed to local families. During the months of October, November and December, KXLE broadcast announcements asking listeners for donations of clothing for all ages suitable for Ellensburg's frigid winters. Local businesses served as drop-off locations, donation bins are provided by Ellensburg's local waste collection agency and a local laundry donated its services. Over 20,000 pieces of clothing were distributed to local families in need.

Home Team Harvest. In 2003, KING-TV, Seattle, raised \$92,000 in cash and more than 107,000 pounds of food in its two-day Home Team Harvest project that feeds food banks statewide. Live on-air broadcasts began in the Friday morning newscasts and continued throughout the day. The 12 Noon newscast was dedicated to the project and live broadcasts continued until 2 o'clock. On Saturday, the station again began the drumbeat with its early morning news with 23 live remote broadcasts of three minutes each between 6 a.m. and 2 p.m. It's a real, hands-on and tangible way that the station can contribute to the community and get the public directly involved in something of which everybody can be proud.

An Evening of Giving. Raising money for charitable organizations can sometimes be competitive and disorganized. Clear Channel Communications' stations in Tri-Cities saw a way

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to generate funds for a bevy of non-profit organizations all at once and quickly supported it. The Evening of Giving is an after-hours project at Columbia Center Mall in Kennewick. It's open to ticketed customers only on a Sunday evening with sales, prizes and plenty of shopping surprises. Five Clear Channel stations combined with the Mall to promote the Evening of Giving. For the month leading up to the event, the stations ran dozens of public service announcements educating listeners about the event and how they could buy a ticket to participate. On the night of the event, the stations provided coverage during the entire event from 6 to 10 in the evening. The Evening of Giving was a huge success and benefited such organizations as Benton-Franklin Legal Aid, Muscular Dystrophy Association, Job's Daughters, Rolling Hills Chorus of Sweet Adelines, Tri-Cities Cancer Center, the Mid-Columbia Reading Foundation and more than a dozen other charities.

St. Jude's Children's Hospital Hispanic Network. Butterfield Broadcasting's stations in the Yakima Valley are the voice of the Hispanic network for the broadcast of the St. Jude's Children's Hospital radio-thon. In 2003 the stations raised more than \$91,000 from the Yakima Valley Hispanic community. The radio-thon was broadcast on all the of the company's stations, interrupting all of the regular programming on all of the company's Spanish language stations. With the stations' coverage from the Cascade Mountains to Idaho and from upper Central Washington to Portland, Oregon, the entire Hispanic community is reached by Butterfield Broadcasting's stations. It's a complete break from the format for each of the stations, but St. Jude's Children's Hospital Hispanic Network has a good program and the station's air personalities execute it very well. The audience is loyal enough and interested enough in the effort that breaking away from what they are used to hearing on their favorite stations is not a problem. The air personalities make it interesting, compelling, entertaining and very successful.

Tom's Turkey Drive. Every month, more than 16,000 people receive food from the Spokane County Food Bank and nearly half of those served are children. That's why, for the past three years, KREM-TV and KSKN-TV and KDRK Radio have teamed up with the Second Harvest Food Bank to fight hunger and feed hope in the Inland Northwest. For a month prior to the event, public service announcements are broadcast by the stations seeking volunteer help from the community. Two weeks before Tom's Turkey Drive Days, the announcements begin to raise awareness of the event and inform viewers and listeners about how to participate. During the two-day event, KREM-TV news anchors were present at the various collection locations doing live remote broadcasts encouraging viewers to make their donations. The news anchors also did live news segments on the stations newscasts and cut-in broadcasts throughout the day. Tom's Turkey Drive 2003 broke all previous records. More than 4,900 turkey dinners were donated and more than \$27,000 in cash was collected. In addition, more than 10,000 pounds of additional food were donated by the Food Bank.

Helping the Challenged Contribute to their Community. KFFX-TV, Tri-Cities partners with Columbia Industries, which is a sheltered workshop company that puts the disabled to work. They have several different projects or products, such as a shredding company; a pallet building



company; janitorial services; a laundry for commercial customers. They employ about a hundred people and have a waiting list of another hundred who want to work. The station puts together a complete public service campaign featuring business leaders in the Tri-Cities whose companies utilize the services of Columbia Industries. The CEOs of those companies appear in the public service announcements as spokespersons giving testimonials about the success they have had working with Columbia Industries. Then, they ask other businesses to use the Columbia Industries services, as well. In 2003, KFFX-TV used 10 to 15 business leaders to help build the business and image of Columbia Industries.

Leveraging the Community's Contributions. The KCPQ-TV/KTWB-TV Cares Fund raises money for the Tribune stations' charitable partners by leveraging funding from the McCormick Foundation, started by one of the early publishers of the Chicago Tribune, Col. Robert R. McCormick. Throughout the country, approximately \$100 Million a year is provided to charitable causes. About 65% of that is given away through the Foundation's "Communities" program, which consists of local funds in every market where the Tribune Company owns businesses, including Seattle, home to KCPQ-TV and KTWB-TV. The local funds raise money through a totally unique fundraising model called an "event partnership." Over the past several years, the stations have partnered with Junior Achievement, the Red Cross, Cystic Fibrosis Association, Special Olympics, and Boys & Girls Clubs in their fundraising events, providing promotional announcements and other airtime coverage of the event. The event becomes one to benefit both the KCPQ/KTWB Cares Fund and the nonprofit partner. Then, all the money contributed to the Cares Fund at that fundraising event comes back to the nonprofit group, with a 40% match from the McCormick Foundation. So the money raised by the charitable organization is multiplied. The money raised in the community by the event stays right in the community plus the matching money from the Foundation. In 2003, the stations partnered with Junior Achievement and Red Cross.

Fight Hunger Day. In the state of Washington, half a million people live in poverty and rely on food banks for sustenance. The need for food donation is year-round, but for families with children relying on subsidized school meal programs throughout the school year, the Summer months can be especially difficult and the need for donations is even greater. KIRO Radio partnered with Northwest Harvest to collect food during the Spring, by leading a two-month effort, combining 300 volunteers from the Girl Scouts of King County who collected food donations door-to-door. The project culminated with KIRO Radio's Fight Hunger Day: A 12-hour live broadcast from four participating retail partners and a 14-hour phone bank, with volunteers taking monetary donation pledges. Fight Hunger Day raised more than \$5,900 and delivered nearly 36,000 pounds of food valued at \$53,800. With 40 days of public service announcements flooding the KIRO Radio airwaves, plus the 12-hour live broadcast, the 2003 KIRO Radio Fight Hunger Day was a huge success.

Breakfast Boys Christmas Wish. During the holidays in 2003, the Breakfast Boys on Star 96.9, Spokane, asked for letters from listeners nominating a deserving family that was in special need;

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they received several hundred nominations. The nominees are often, for example, a single mom that has young kids who is doing everything she can to make ends meet, but a Christmas celebration is just not an option; or, there may be health crisis in the family that has exhausted the family's resources or they can't spend time away from the hospital. The Breakfast Boys pick out the stories that seem to be the most deserving, grant that wish and read the nominating letter on the air. They're really powerful. As a part of granting the wishes, the Breakfast Boys show up with the tree, the presents, the food, the grocery vouchers, and turn it into a real celebration. They show up the morning of the granting of the wish and usually they have the nominator on the phone and read the letter at the same time they're delivering the items.

Bringing Community Issues into Focus

“We feel that if they think it's a problem, then we think it's a problem and we want to participate in exploring the problem and helping the community find a solution.”
Jon Rand, KAYU-TV, Spokane.

Police Chief Problems in Yakima. When the long-time police chief of Yakima retired, it set off a series of events no one could have imagined. KNDO-TV stuck with the story to the end, bringing the citizens of Yakima answers to important questions about the integrity of their police department. After two nationwide searches, the City brought the six semi-finalist candidates to Yakima for a community forum. They answered questions from the community leaders and anyone else in attendance. KNDO-TV taped the forum and aired it in its entirety the next Sunday. The station did sit-down interviews with each one of the three finalists and broadcast those interviews in its newscasts. In September 2003, the City hired a person from Kingsville, Texas. Four weeks after he started the job, he was indicted back in Texas and there were charges flying in all directions. To the people of Yakima, it was a huge scandal and called into question the City's hiring process. KNDO-TV sent its news anchor and a second reporter to Kingsville, Texas, and they interviewed the entire City Council, supporters, opponents, and the Sheriff. They were there for four days and brought back a wealth of information and interviews. The station did stories on the situation every day for three weeks. In addition, KNDO-TV produced and broadcast a half-hour News Special Report, a one-on-one sit down interview with the new Police Chief, giving the citizens of Yakima the opportunity to hear his side of the story directly from him. That program was broadcast right after the 6 o'clock newscast. The situation was resolved and the man the City hired is still the Yakima Police Chief, well-respected in the community.

Talk-Back Tri-Cities. In 2003, KONA Radio in the Tri-Cities premiered a new show called Talk-Back Tri-Cities. It is a 30 to 45 minute program broadcast every morning at 8:15 a.m. It's a local issues discussion program that focuses on local guests; just local talk. KONA gets Rep. Doc Hastings, local congressman, to call in from Washington, D. C. and local state legislators calling from Olympia; and, when they're in town, they come into the studio to appear on the program. Talk-Back Tri-Cities takes calls so the listeners can talk directly to their elected officials or other community leaders who appear on the program. It goes beyond just politics.



Bringing Community Service Home

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KONA Radio brought in the organizers of the drive to bring an antique carousel to Columbia Park and had them answer listeners' questions about the project and how it would enhance or impact their enjoyment of the Park. It not only encompasses major issues in the community, but also the smaller things. Tri-Cities had a little theater group come to town and put on a play and so KONA had the troop come in and talk about the production. KONA Radio used to do this kind of program from time to time when they could get a special guest, but as a daily program it's turned out to be very rewarding for the community.

Town Hall Meetings. KAYU-TV, Spokane, organized and broadcast three Town Hall Meetings in 2003. The station uses these Town Hall Meetings as a forum to give the community an opportunity to talk about a specific issue, and for KAYU-TV to gather information about the needs of the community and tailor its newscasts with those needs in mind. KAYU-TV's Town Hall Meetings are not regularly scheduled; each one is created each around a specific issue as the issue arises. Once the station established a record of doing these Town Hall Meetings, organizations began asking the station to do a Meeting on an issue they felt was of critical importance. Without exception, every time KAYU-TV has been asked to do one, the station has created a Town Hall Meeting. The station sends a news crew to the Town Hall Meeting and uses pieces of the Meeting and related interviews in its newscasts. It's their effort to reach out to the grassroots level in different neighborhoods. In 2003, the three KAYU-TV Town Hall Meetings covered Teen Depression, following an incident at a local high school; Teen Smoking; and a special Town Hall Meeting for the community to "Meet the New Mayor" immediately following the election. In addition, KAYU-TV broadcast the debate between the two finalist mayoral candidates. The debate was broadcast live on a Sunday and the repeated on the air on election eve.

Ascertaining the Community's Needs & Interests

***"We find a wealth of great programming ideas in the Ascertainment Meetings."
Lisa Thompson, Director of Community Relations & Station Communications at
KING-TV, Seattle.***

Seattle Stations Join Forces for Ascertainment. All the radio and television stations in the Seattle market participate in a monthly, three-hour, Ascertainment Meeting from September through May. The purpose of the meetings is to meet with community leaders and non-profit organizations once a month to learn from them what their issues and concerns are. Each month, six guest speakers from the community are invited by the host station and they are asked to talk about community issues and concerns from their standpoint as community leaders. Most of the speakers are from nonprofit organizations, but often leaders from government, city councils, and a broad range of community leaders attend, as well. Some stations compile the issues that are discussed and the station's news department uses them as a guide to see where they should do more coverage. Other stations take issues that are raised at these meetings and develop other kinds of programming around them. Some stations follow-up the Ascertainment Meeting with personal interviews of the guest speakers. "I think they're really valuable," she said. "There are



Bringing Community Service Home

many good ideas that come out of these meetings. Also for us, we get ideas for issues for Evening Magazine to cover, which is very valuable for us because it's a longer form program and can cover a subject more in depth than you can in a newscast.”

Educational Meetings for Non-Profits. In 2003, KXLY Broadcast Group in Spokane began to organize meetings for community leaders to help them understand how to better connect with broadcasters and to find out what community issues were important or emerging. The stations conducted a meeting for nonprofit groups to help them understand how to use media; to tell them how stations want to receive information; everything from community calendar items to PSAs to news. The stations also informed the community leaders about what they can expect from broadcasters. The stations' General Manager presented an overview of how public service gets done. It was a full morning seminar but, with all of the questions that the community leaders had, the seminar could have lasted all day. Having a chance to talk to a representative from the news department was a great opportunity for them because so many of them are wearing so many hats. These community leaders are, generally, not media savvy, so the stations tried to have presentations from various areas of the station that they might come into contact with. And this meeting produced tangible results, not just good feelings. The KXLY Broadcast Group just got a thank you letter from one of the organizations that attended this meeting, a local hospice organization. Since the meeting, they have been working together and have just finished producing their PSA, which will be broadcast during 2004. This is a direct result of that organization attending the stations' meeting.

Outside Information Gathering for Ascertainment. KNDO-TV in Yakima uses an outside organization to do local market research that provides the station with a wealth of information about the issues, needs and interests of its community. Initially, the station invites 30 to 40 people from various sectors of the community to discuss the questions that the stations should be asking about the community. Then, the outside organization interviews about 1,200 people. The small group identifies the questions the survey needs to ask; the large group provides the solid informational feedback. “We use a large portion of it in determining issues to cover in news and other programming,” says Raymond Ochs, Manager of Viewer Development for KNDO-TV. “We just did a huge news story on heart care in the Tri-Cities because through this survey process we found that 80% of the people felt that there wasn't quality heart care in the Tri-Cities and that they had to leave the area to get it. We ended up doing a huge news report on what heart care is and is not available in the Tri-Cities; purely based on this research.” After the survey information is finalized, KNDO-TV holds a community meeting with about 300 business and community leaders, elected officials and opinion leaders to share with them the findings of the survey and solicit still more feedback on issues that matter to the community.

Community Leadership Meetings. KHQ-TV, Spokane hosts a meeting with 25 to 30 people from various walks of life and organizations, including, care providers, educators, State Patrol officers, government officials, just a whole range of community opinion leaders. They just listen to what the guests have to say, then they break the community representatives up into small

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WSAB

table-top groups, each of which is facilitated by a station management employee. At the end of the meeting, there is time for each table to report on its discussions and identify the issues that were raised there. These meetings are used to compile KHQ-TV's "10 Priority Issues," which serve as the catalyst for programming that addresses those issues. The station wants to help its viewers understand the issues and what those issues means to them. We also use the 10 Issues to identify topics to cover in our ongoing community service campaign "Success by Six."



Bringing Community Service Home

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WSAB

IV. Thank You, Broadcasters
“The Voices of the Citizens of Washington “

Washington’s broadcasters are immensely proud of the community service they perform every day, benefiting the nearly 6 Million people of the state of Washington. We thought you might be interested in hearing what people from our own communities have to say about the impact broadcasters have had on their lives.

The following is just a small sample of the many, many letters, phone calls, faxes, e-mails, in-person comments and other expressions of appreciation received by Washington broadcasters every day.

It’s the only true measure of our success as full-service members of our communities.

And it is a great honor to receive.



Dear KIRO Holiday Magic,

I am a single parent of a disabled foster child. This is the second year that KIRO Holiday Magic has helped me to provide Christmas for my daughter. Last year my father passed away suddenly 3 days before Christmas, if it hadn't been for KIRO and Holiday Magic we wouldn't have had a Christmas last year at all. I can't tell you how it feels when the gifts arrive. The generosity of your listeners is overwhelming. I cried the entire time that we unpacked the box. Everything was perfect for my daughter. She will have a wonderful Christmas and so will I thanks to you all! Each item was chosen with her in mind I'm sure, it felt like the person knew her. She will look beautiful and feel so blessed. Thank you doesn't seem like enough but it is all I can offer. We send you our prayers and love to you all for the holiday season and year to come. I hope that the joy and generosity that you have shown for us comes back to you ten fold!

Love,
Marilyn
And Tiff.

CATHERINE HALL

From: Lee [lee.felton@gte.net]
Sent: Tuesday, September 30, 2003 9:03 PM
To: CATHERINE HALL
Subject: Personal testimony

Dear Catherine, I had a personal experience with the warmth and comfort a teddy bear can bring to a child, and even family members in time of crisis. On Mothers Day, May 11,2003. My 6 yr. old granddaughter died in a car accident on Stevens Pass. The State Patrol officer at the scene gave her a teddy bear. He called us to request that the bear remain with her to her final resting place. We were all touched by his caring , thoughtfulness. So in honor of, one of Washington's finest State Patrol officers and our beautiful granddaughter, We have donated bears to the Teddy Bear Patrol. Thank you Mix 92.5 for your time and labor of love for a worthwhile cause. JoAnn Felton

9-30-03

Dear WMX 92.5 Teddy Bear Patrol,
Please accept this donation
for the Teddy Bear Patrol.

Our 2yr old daughter received
a bear (actually a rabbit with your
tag) at Harbourview Emergency Room
the summer of 2002.

My husband & I appreciated
this gesture during our time of
distress. It not only comforted our
daughter but us as well. Therefore,
we would like to give something
back.

Thanks again for all the good
work the Teddy Bear Patrol serves.

Sincerely,
Douglas & Lanyssa
Morehead.

Dear Ray,

Thank you for all the great gifts. I really appreciated them. It's nice to get a little bit of home when deployed so far away. Hopefully I can get back home one of these days and thank you in person. Thank you once again, and god bless you.

Sincerely,

Rocky Dimico
SSC USA

Thank

You

from the men

of 1st Sqd,

1st PLT A.co

1/504th 82nd

Airborne Division.

Strike Hold!!!



OPERATION SANTA CLAUS

Yakima Washington

KAPP – TV
1610 South 24th Avenue
Yakima, WA 98902

December 25, 2003

To the staff and family members of KAPP:

On behalf of Operation Santa Claus and the U.S. Marine Corps Reserve Toys For Tots program, We want to thank you for your response in covering the robbery of our toy warehouse and distribution center.

We appreciate your generous promotion and collection of donations. The response from the Yakima community was overwhelming in both money and toys. The less fortunate children of Central Washington are blessed because of your efforts.

May you and your staff have a Merry Christmas and Happy New Year!

Regards,

John Welle

President, Operation Santa Claus

Jim Roberts

Founder, Operation Santa Claus

CITY OF TOPPENISH

21 West First Avenue
Toppenish, WA 98948

"Where the West Still Lives"

July 22, 2003

Bob Berry
c/o Radio Zorro
P. O. Box 2888
Yakima, WA 98902

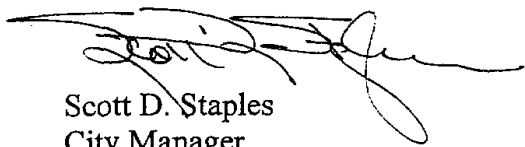
Dear Mr. Berry,

On behalf of the City of Toppenish, I would like to personally thank you for your station's outstanding accomplishments during the Rodeo's Fiesta on July 6th. Martin Ortiz and Judy Ernesti are to be commended for their energy and enthusiasm throughout the organization, planning, and implementation of the day's activities. The entire Fiesta was well received and an obvious success as evident in the crowd numbers.

Radio ZORRO's ongoing efforts to have a presence in Toppenish through the Rodeo and ¡Fiesta del Grito! demonstrates your commitment to our community and the Valley. Your continued sponsorship not only benefits ZORRO's market, but also that of our local businesses and tourism industry, two elements vital to our City's survival.

Once again, thank you for your continued commitment to the people of Toppenish. Such events help nurture the rich diversity throughout our Valley and ultimately build unity.

Sincerely,



Scott D. Staples
City Manager

C: Barb Moses, Toppenish Rodeo President



FIGHTING HUNGER, FEEDING HOPE

December 19, 2003

KHQ Television
ATTN: Lon Lee
1201 W. Sprague
Spokane, WA 99201

Dear Mr. Lee,

On behalf of the Second Harvest Food Bank board, staff and the 16,000 people served by our partner agencies each month, thank you for your generous gift of sponsoring the 13th annual Q6 "Success by Six" Family Food Drive. We value KHQ's support of our mission and are grateful for your trust. Because of your efforts, you truly have guaranteed that thousands of local families will have food on their tables this holiday season and throughout the cold winter months.

Because of your support this food drive broke our previous record! Collecting over 200,000 pounds of food, we also received more than \$45,000—again making the Q6 "Success by Six" Family Food Drive our **single largest food drive ever on record!** We also wanted to pass along our sincere appreciation for all KHQ staff—our volunteers and the Second Harvest employees who worked the drive mentioned the incredible kindness, excitement and energy of KHQ's staff, both in the field and at the studio.

This effort and your involvement to its success come at a time when we most need to mobilize our resources to serve our neighbors in need. Communities across the country are reporting staggering increases in the demand for emergency food. During the past 24 months our Spokane County agencies have experienced a 24% increase in need in the face of decreased food industry donations.

Hunger is an all too common condition in the lives of many of our neighbors and their children. Through your continued support, Second Harvest fights hunger and feeds hope. **Thank you** for helping to fight hunger and feed hope in the Inland Northwest!

Sincerely,


Jason L. Clark
Executive Director


Ann M. Price
Director of Development and Communications



1234 East Front Avenue
Spokane, Washington
99202-2145
(509) 534-6678
FAX 534-8252



Serving Agencies in Spokane and the Inland Northwest Since 1972.

Michael,

*An Individual who loves to freely serve our youth
is a special kind of person. I am pleased to say*

that you are that kind of a person!

*Your help was greatly appreciated in passing the
Levy for our youth and staff.*

Once again, we "United for the Kids!"

THANK YOU!

*It's great having such terrific
community partners helping
us pass our school Levy.
Riceland students & staff
thank you for allocating us
levy on your morning
show. I personally enjoyed
seeing the workers
studied the*



Washington National Guard Family Program



Certificate of Appreciation

is presented to:

Operation: R.A.T.S.A.T.

(Rod and Todd Supporting American Troops)

FOR your support and dedication to the soldiers of the Washington National Guard. Your support directly impacted the men and women serving overseas during "Operation Enduring Freedom". On behalf of the soldiers and their families thank you for your generous time and your contributions.

May 4, 2003

Camp Murray

Tacoma, Washington

A handwritten signature in cursive script, reading "Beverly White", written over a horizontal line.

Beverly White
LTC, AG, WAARNG
State Family Programs Coordinator

Children's Museum

O F S P O K A N E

June 30, 2003

Louise Hansen
KHQ-TV
PO Box 600
Spokane, WA 99210

Dear Louise:

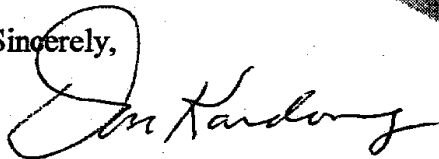
On behalf of the Board of Directors and staff of the Children's Museum of Spokane, thank you so much for KHQ's hosting of our telethon on June 21.

As you know, we were able to raise over \$11,000 through the telethon, which was a great boost to our fund-raising efforts. In addition, the exposure we received about the Museum's exhibits and programs has been extremely helpful in getting the word out about what we do and how we do it. And finally, the enthusiasm of KHQ's talented staff was greatly appreciated throughout every stage of the process, from planning through implementation. It was truly a fabulous—dedicated, supportive and professional team.

This is an exciting time at the Museum as we pursue our plans to move to a larger and more visible location. However, it takes the dedication of hard work and the support of organizations like KHQ to make it happen. Thank you for your contribution to a bright future.

Please pass on our thanks to everyone at the station for a job well done!

Sincerely,



Don Kardong
Executive Director

Northeast Region

2323 N. Discovery Place Lane
Spokane Valley, WA 99216-0001
(509) 747-4174
(509) 838-3847 Fax
www.childrenshomesociety.org



February 5, 2004

Steve Herling, VP/General Manager
KXLY Broadcast Group
500 W. Boone
Spokane, WA 99210

Dear Steve:

Just a note of thanks from all of us at Children's Home Society of Washington for once again providing leadership for child abuse prevention through your annual KXLY Child Abuse Prevention Day. 2003 marks the 17th year of our partnership for the prevention of child abuse, and your support and commitment is more important than ever during these challenging economic times. You have not only assisted us and our partner agencies, Vanessa Behan Crisis Nursery and SCAN, to bring the important message of child abuse prevention to the Spokane community, but also helped us to raise critical voluntary funds to support our work with children and families at risk of abuse.

Please extend our heart-felt thanks to everyone at the KXLY Broadcast Group, and especially to your crews at Classy 99.9, 93 Zoo FM, Newsradio 920, Star @ 96.9, KVNI, ESPN and Rock 94.5. They have always been and remain a pleasure to work with, competent and professional in every instance. And a special note of thanks and appreciation to Kirstin Votava who orchestrated the planning for CAP Day and then conducted it from the "opening gun" (long before breakfast) to the closing ceremony (well after dinner).

Thank you for your commitment to the health and safety of all our children.

Sincerely,

A handwritten signature in dark ink, appearing to read 'Wayne'.

Wayne R. Rounseville
Vice President



A United Way Agency



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OF SERVICES FOR YOUNG
AND CHILDREN, INC.

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Achievement®

Junior Achievement of
the Greater Tri-Cities
526 S. Taft Street
Kennewick, WA 99336
Phone 509 783 7222
Fax 509 783 9069
opportunity@aol.com
www.ja.org

October 23, 2003

Ms. Kathy Balcom
KFFX FOX 11
2509 W. Falls Ave.
Kennewick, WA 99336

Dear Ms. Balcom:

On behalf of the Board of Directors of Junior Achievement (JA), its volunteers, staff, and most importantly, the 7,000 area K-12 JA students, I want to express my sincere appreciation to KFFX FOX 11 for its ongoing support. It is only through vested partnerships with companies like KFFX FOX 11, who share our vision for tomorrow's youth, that JA remains at the forefront in providing business and economic education to our students.

We hope you will enjoy the enclosed video compact disk (VCD). This VCD contains a 5-minute JA video, which is compatible with most computers and some DVD players. The video was created as a tribute to you and the hundreds of other local JA heroes. You are the reason why JA has become such a powerful force in the effort to help young people prepare to be productive, successful adults.

Again, I would like to thank you and KFFX FOX 11, for your continued commitment in support of Junior Achievement. Your generosity ensures greater numbers of young people will "*Experience JA and Experience Success.*"

Sincerely,

Debra Bowen
Executive Director

Enclosure

Kathy,
It is always such
a joy to work with
you and your GREAT
team! Debra

Let Their Success
Be Your Inspiration!™



THE MOYER FOUNDATION

Helping,
one day
at a time

Jamie &
Karen Moyer
Founders

August 18, 2003

Jen Pirak
140 Fourth Ave. N Suite 340
Seattle, WA 98109

Dear Jen:

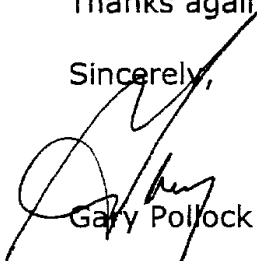
On behalf of The Moyer Foundation and The Gregory Fund, please accept my most sincere appreciation for the dedication, commitment and hard work you contributed to ensure the success of this year's incredible, inaugural "Catch a Cure for Cancer" Day!

Due to your tremendous efforts, time and talents, the KOMO 1000 News Radiothon and Union Square Grill Celebrity Waiters Dinner **raised over \$250,000**, a tremendous feat for this first time event. Everyone is thrilled that these proceeds will benefit The Gregory Fund and early detection cancer research.

Jen, I am extremely grateful for the spirit of cooperation everyone on the team and you demonstrated from the very first team meeting and throughout the planning process. I look forward to working with you again many times in the future.

Thanks again for everything.

Sincerely,


Gary Pollock

*All of you have been
so great!*

Cc: Karen and Jamie Moyer
Bonnie Towne

Children's

Hospital Guild Association

July 24, 2003

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Administration

Douglas Piche
Executive Director

John Woodin
KIRO 7
2807 Third Avenue
Seattle, WA 98121

Dear Mr. Woodin:

On behalf of Children's Hospital and the Guild Association Board of Trustees, it is my pleasure to extend heartfelt thanks to KIRO 7 for your generous support as a Title Sponsor of Children's Ride 8. We are proud to report that this year's event attracted 2,000 motorcycles and raised \$200,000 in support of uncompensated care and diabetes research at Children's Hospital.

The support KIRO 7 provides to this event is so valuable in helping us "spread the word" to motorcycle enthusiasts across our region. We heard from many excited individuals who saw the PSA and some who saw *themselves* in the PSA. Our significant growth over the years is a true reflection of your support. Thank you.

As you know, Children's Hospital is the only regional medical center devoted to pediatric care in the northwest. Our mission is to provide state-of-the-art care to the most seriously ill children in Washington, Alaska, Montana and Idaho regardless of their ability to pay. This year alone, Children's will provide \$30 million in uncompensated care.

The Imagine Guild is already gearing up for Children's Ride 9 and it is our hope KIRO 7 will return as a Title Sponsor. The first planning meeting for next year's event is scheduled for this fall and we will be in touch with you regarding our plans.

Again, **thank you** for your support of this truly unique event. It has been an exciting time to see Children's Ride grow to be one of the largest charity motorcycle events in this area. We realize such a fundraising effort would not be possible without good friends like you.

Sincerely,



Kandy Holley, Chairman
Children's Hospital Guild Association

c: Kristina Moy

PS: Please visit our website at www.childrens-ride.com to see photos from this year's event.





For the Children of Today and
the Communities of Tomorrow

January 22, 2004

Ms. Pamela Bender
Community Relations Coordinator
KOMO 4
140 Fourth Avenue North
Seattle, WA 98109

Dear Pamela:

Thank you so much for your support to Atlantic Street Center's Annual Holiday Assistance Program. We wanted to express our appreciation to you for contributing your time, energy and resources to the families and children in our community. Your support was crucial to the success of the program.

Holiday Assistance 2003 was extremely beneficial to our community. KOMO 4's involvement through the Season of Giving allowed us to serve over 350 families. We distributed over 7,500 toys to 1050 children. The partnership from the community through volunteer support and donations was phenomenal.

Atlantic Street Center's mission is to help families and communities raise healthy children and youth. Through our programs and services, such as the Holiday Toy Store, children and youth show increased motivation and positive interaction when they know someone cares. Thank you for helping to improve the life of a child.

On behalf of Atlantic Street Center's staff and families we thank you, once again, for your commitment to the children of this community. We could not have done this program without you.

Sincerely,

Edith C. Chambers, MSW
Executive Director

Main
2103 South Atlantic Street
Seattle, WA 98144
Phone: (206) 329-2050
Fax: (206) 329-2171

NewHolly Youth & Family Center
7054 32nd Avenue South, Suite 207
Seattle, WA 98118
Phone: (206) 723-4073
Fax: (206) 723-5677

Rainier Beach Family Center
8825 Rainier Avenue South
Seattle, WA 98118
Phone: (206) 723-1301
Fax: (206) 721-7766

FEB 11 2004



107 South Division
Spokane, WA 99202
(509) 838-4651
FAX (509) 458-7449
TDD (509) 624-0004

February 10, 2004

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Steve Herling, VP/General Manager
KXLY Broadcast Group
500 W. Boone
Spokane, WA 99201

Dear Mr. Herling:

I want to convey my thanks to you for the excellent work performed by KXLY this past year. During 2003, in partnership with Spokane Mental Health, the KXLY Broadcast Group produced thirteen television and thirteen radio spots to educate the community about mental illness. These spots were the key component of our public education campaign to reduce the stigma associated with mental illness and clearly got the message across that "treatment works."

These spots were aired throughout the year on KXLY Channel 4 and Classy 99.9. KXLY graciously provided us a schedule that was low cost and matched our paid spots with an equal amount of airtime at no charge.

In addition, KXLY updated our Evergreen Club PSA, produced three additional PSAs free-of-charge and assisted us in the distribution of these to other TV and radio stations in the area.

We very much have appreciated the help and guidance of your production staff and especially value our relationship with Kirstin Votava who got this ball rolling and brought the effort to completion.

Again, please accept my thanks for your support and that of KXLY to educate the community about mental illness and reduce the associated stigma with this treatable disease.

Sincerely,

David H. Panken, CEO

DP/alb

